

Team Name: JJEN team
Project Title: Reverse Logistics
Shalom International Movers Pte Ltd



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1) Solution

For Shalom's issues, our solution is to implement reverse logistics by remanufacturing disposed products through refurbishing or disassembling useful components for recycling or making of new products. Disposed goods from customers can be transported to Shalom Eco to be remanufactured. From this implementation, Shalom is taking the company onto the track of being an environmentally friendly business. Also, part of our solution is to implement a tracking method to track the disposed items. Through this tracking method, they will find customers better, know who their customers are and keep them updated on their disposed products, possibly making more revenue.

2) Recommendation

We have two recommendations for remanufactured products. First recommendation is to open a showroom for the remanufactured products using part of the land at Shalom Eco. Basically, this is an idea to showcase Shalom's remade goods and, at the same time, for customers to have a good look on how Shalom is able to make good use of these disposed items. Also, we can have an online website that complements with the showroom, customers can order these remade goods on the website anytime so that Shalom can reach out to a wider audience to buy these remade goods. Another recommendation is to cooperate with furniture shops such as Ikea, for them to have an area for Shalom to showcase and sell their remade goods. This is so that Shalom can reach out to the furniture shop existing customers and bring in more revenue.

We also have two recommendations for the tracking of products. First is building a website that will allow the customers to indicate the item that they want to dispose. This can be incorporated into Shalom's existing website. The website should also be able to track the status of the disposed products. Second is to have a logistic tracking software.

3) Feasibility, Assumptions and Considerations

We felt that opening a showroom and website to sell remanufactured products is better, as it is possible that other furniture shops might not want to work with Shalom. At the consideration of cost, we intend to create a website for tracking unwanted items instead of buying software.

4) Final recommendation

In the end, we chose the option of tracking disposed products using a created website. Customers will first contact Shalom for the disposal of products. Unwanted furniture and electrical appliances by customers will then be moved Shalom Eco to be evaluated on whether it will be recycled, remanufactured or remarketed. Shalom will then start with the remaking of product using the space in Shalom Eco. Shalom will use part of Shalom Eco land to do a showroom to sell their finished goods. Staff will also constantly update the progress of disposed products on their online website. To resolve the issue that customers rather donate their unwanted furniture to someone who needs, our recommendation is that Shalom can provide 10% of the product selling price to the customer who disposes of it.

Reference

SGPBusiness.com, 2019. SHALOM ECO PTE. LTD.. [Online]
Available at: <https://www.sgpbusiness.com/company/Shalom-Eco-Pte-Ltd>
[Accessed 27 May 2019].